



## PRESS RELEASE

Toy Fair 2019 | New York USA

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### Toys of the Future | Robotix unveils Robobricks: Inspiring stories, brick by brick

Robotix announces the global launch of Robobricks, for kids ages 4 and above, at the New York Toy Fair 2019.

**Robobricks** is a screen free interactive robotic construction toy bringing moments of magic to a child's playtime. Kids ages 4 +, can build & code, bringing robots to life with motors, CPU, Sensors, Wand, coding chips, Audio Sound block, LED Light block using Origami & paper craft and with Duplo | Morphon | Lego bricks.

Robotix is also the creator of **Phiro** educational Robots for children ages 4 to 18.

Phiro was successfully crowd funded on Kickstarter and was recognized by Intel USA as one of "America's Greatest Makers".

Robotix's another revolutionary contribution to Ed-tech industry is **Taco Playbits**: A magical screen-free STEM toy for kids ages 3 and above.

The unique features of Playbits are

1. 100% Screen Free
2. Parents or Educators can record their own questions in any language of their choice be it German or Russian or French or Spanish etc providing unique challenges to their children using the special customization feature of Playbits.
3. Playbits is Braille compatible, enabling Blind & visually impaired children to play and learn.

Taco Playbits was successfully crowd funded on Indiegogo in 2018.

**Robotix is excited to announce that Playbits has been selected as a BETT 2019 Awards finalist.**

Robotix is looking out for international partners & distributors in Russian Federation, Middle East, UK and Europe to expand its global footprint.

Robotix will soon be approaching potential investors with a plan for 10 million dollar funding.



**About:** Robotix for the last 8 years has been on a mission to give children, playful and powerful educational experiences that make learning fun and empowering them with 21st century skills making children future ready.

The training division of Robotix offers in school and after school courses in STEM, Coding, DIY & Maker Lab & Robotics.

Indian Girls Code, an initiative by Robotix, is a free hands-on coding and robotics education programme for underprivileged girls.

Govt of India and UNESCO have accorded recognition to this IGC initiative.

Amazon & Ford have chosen Robotix to be their STEM education partner for extended societal reach.

Robotix is the creator & manufacturer of Phiro | Robobricks | Playbits educational robots & learning toys for children.

Robotix is passionate about hands on play learning and empowers children, families and educators through educational technologies, ed-tech toys and S.T.E.A.M curriculum & programmes.

## Press Contact



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